

File copy
4/15/54

fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, APRIL 14, 1957</u>			
Now Going On	FIRST U.S. INT'L WORLD TRADE FAIR Admission 90¢. Open to public.	U.S. WORLD TRADE FAIR (331 MADISON AVENUE) Publicity: David Jacobson, PL. 1-3950.	NEW YORK COLISEUM COLUMBUS CIRCLE
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Beginning Monday April 15 9:00 A.M.	OPENING: SUMMER AND FALL COLLECTIONS Will Saunders of Arkay, Rappi (misses & jrs.), and Anne Fogarty of Margot, will present their "Late Summer and Back to School" fashions. Contact: Margot--Nancy English; Arkay and Rappi--Honi Greenberg, LO. 5-2626.	ARKAY; RAPPI, INC.; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday April 15	OPENING OF PARIS MID-SEASON COLLECTIONS Members of Paris Couture will hold their mid-season showings. Contact: Chambre Syndicale, 102 Rue du Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
April 16	PASSOVER--First Day (Tuesday) -- Begins Monday at Sundown (April 16-23).		
Tuesday April 16 12:30 P.M.	SHOWING OF SPRING- SUMMER DRESSES "Forever Young" Spring and Summer dresses. Commentator: Paulette Goddard. Press invited. Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	5TH FLOOR
Tuesday April 16 4:00 P.M.	OPENING OF EARLY FALL DRESS COLLECTION Mam'selle will present their early Fall dress collection, designed by Betty Carol. By invitation only. <u>Daily thereafter at 2:00 P.M.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday April 17 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS BY DAVID CRYSTAL Best will present suits, dresses and separates by David Crystal. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity:--Best: Helen Latham, PL. 9-2000; David Crystal: Terry Mayer, BR. 9-6560. Waldorf Fashion Director: James Lawlor, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS A preview of Summer fashions from Macy's Little Shop. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday April 18 5:30 P.M.	"GOING WEAR" TRAVEL FASHION SHOW Tickets free. Contact: Town Hall. Publ.: Lubar & Singer, OX. 7-4998.	FRANKLIN SIMON	TOWN HALL 123 WEST 43RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER ACTIVITIES IN NEW YORK CITY</u>			
Saturday April 20 2:00 P.M.	ELEVENTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their eleventh annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 21 12:00 Noon- 4:30 P.M. Brunch	SPRING FASHIONS AT EASTER SHOW "Pink Champagne and Roses"--Easter fashion show by Seymour Jacobson. Hats--Cesar Rubio. Panel of male celebrities will judge hats of women attending. Reservations--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, WI. 7-1228.	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 21 12:30 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW Summer fashions by Pauline Trigere will be presented for benefit of Damon Runyon Fund in memory of Humphrey Bogart. Fashions available at Bonwit Teller. Hats--Mr. John. Sponsored by Savarin Coffee and Parfums Evyan. Reservations--\$25.00, including champagne. Contact: Beverly Schrank, EL. 5-5725. Publicity: James Lawlor, EL. 5-3000.	DAMON RUNYON CANCER FUND	WALDORF-ASTORIA STARLIGHT ROOF
Sunday April 21 1:00 P.M. Luncheon	BENEFIT FASHION LUNCHEON ON EASTER SUNDAY "Beauty, Bonnets and Benefit"--for benefit of Visiting Nurse Service of N.Y. Jewels by Cartier. Famous husband and wife couples will judge and award prizes for hats. Reservations--\$8.00. Contact for John Frederics: Joe Mann, CI. 7-7745. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; CARRIE MUNN	HOTEL PIERRE COTILLION ROOM
Sunday April 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT EASTER LUNCHEON Mr. John will present his Easter millinery collection. Reservations--\$8.00. Contact: Banquet Dept., PL. 5-1000. Mr. John Publicity: Toni Woodward, MU. 8-4905. Produced by Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	HOTEL AMBASSADOR TRIANON ROOM
Sunday April 21 1:00 P.M. Luncheon	EASTER SUNDAY FASHION LUNCHEON Ready-to-wear by Givenchy; perfumes--Evyan; hats--Irene, modelled by girls from "The Ziegfeld Follies". Reservations--\$7.00. Contact: EL. 5-2600. Savoy Plaza Publicity: Arnold Jurdem, EL. 5-2600. Givenchy Publicity: Ruth Hammer Assoc., EL. 5-7872.	GIVENCHY UNIVERSITE; PARFUMS EVYAN	HOTEL SAVOY PLAZA SAVOY ROOM
Sunday April 21 1:00 P.M.- 4:00 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW The 7th Annual Sister Kenny Easter Luncheon with a showing of dresses by Oleg Cassini; hats--Irene; sportswear--Julietta of Rome; parfums--Lanvin; jewels--Harry Winston and an International Children's Fashion Show. Tickets: \$15.00, contact: Martha Palmer, 500 Fifth Ave., OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL AMBASSADOR BALLROOM
Sunday April 21 1:15 P.M. Luncheon	BENEFIT MILLINERY LUNCHEON For benefit Judson Health Center. Furs: Revillon. Reservations--\$9.00. Contact: Banquet Dept., PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EMME	HOTEL PLAZA RENDEZ-VOUS ROOM

(continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
EASTER ACTIVITIES IN NEW YORK CITY (continued)			
Sunday April 21 4:00 P.M.- 8:00 P.M.	ANNUAL PARADE OF "DOGS & DOLLS" Benefit for animal adoption service of A.S.P.C.A., with a parade of adopted dogs. Models will wear hats by Mr. John. Commentator: Faye Emerson. Price--\$5.00, contact: Mrs. George F. Elliott, PL. 5-1650.	FOR BENEFIT OF A.S.P.C.A.	HOTEL PIERRE ROOF GARDEN
Tuesday April 23 9:30 A.M. Breakfast	AIRLINES AWARD "Miss Spirit of St. Louis" award will be presented to the ideal stewardess, nominated from more than 30 of the world's major airlines. Contact: Eve Siegel: CI. 6-1000.	WARNER BROS. PICTURES	HOTEL PARK-SHERATON
Tuesday April 23 10:00 A.M. Breakfast	PRESS PREVIEW OF BEACH FASHIONS Gimbels will preview their Summer Beach Shop collection to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday April 23 1:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW "Charm and Charity"--Spring and Summer fashions, by Ann Cox, for benefit of St. Luke's Hospital Auxiliary. Reservations--\$7.50. Contact: Mrs. Wheadon Grant, RE. 7-6508. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	ANN COX (23 WEST 57TH ST.)	HOTEL PIERRE BALLROOM
Tuesday April 23 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Russeks will present Jerry Gilden's Summer collection. Open to public. <u>Press invited Monday, April 22 at 11:00 A.M.</u> Publicity: Virginia Woodruff, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR
Tuesday April 23 4:00 P.M. Cocktails	PREVIEW: CUSTOMCRAFT FALL SHOES "Through the Looking Glass"--for press and trade. By invitation. Contact: Henry Schwartz, CH. 4-5238. Publicity: Kay Devidge, MU. 2-7433.	SCHWARTZ & BENJAMIN (112 WEST 34TH ST.)	HOTEL AMBASSADOR TERRACE ROOM
Tuesday April 23 All Day	PREVIEW OF FALL COLLECTION A showing of Max Milstein's advance Fall collection of coats and suits. (<u>Note Change of Date</u>). By appointment only. Contact: WI. 7-4223.	MAX MILSTEIN	230 WEST 39TH STREET SHOWROOM
Thursday April 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW "Couture a la Carte"--an International Honor Award Fashion show for benefit of N.Y. Infirmary with fashions by leading designers. Reservations: \$10.00, contact: Lois Best, MU. 6-6333. Publicity: Vera Haggerty of Rogers & Cowan, PL. 9-6272. Fashion Coordinator: Leslie Cunningham, TE. 8-0554.	SLENDERELLA, INT'L	WALDORF-ASTORIA SERT ROOM
Thursday April 25 12:30 P.M. Luncheon	SHOWING OF SUMMER COTTONS Showing of Toni Owen fashions in Galey & Lord cottons, available at B. Altman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Toni Owen Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	TONI OWEN (498 SEVENTH AVE.)	HOTEL PLAZA PERSIAN ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday April 26 12:00 Noon Luncheon	FABRIC FASHION SHOW AND LUNCHEON A collection of coats made of "Glenara" fur-like fabrics that simulate mink, seal and beaver. Contact: Violet Porte, LO. 5-3397.	GLENOIT MILLS, INC. (GLEN ROCK, NEW JERSEY)	WALDORF-ASTORIA SERT ROOM
Friday April 26- April 28	3RD INTERNATIONAL ART FILM FESTIVAL More than 200 films, from more than 30 countries, will be shown for selection of best art films made since 1953. Contact: Sidney Berkowitz or Julia Raymond, TR. 9-9880.	METROPOLITAN MUSEUM OF ART	5TH AVENUE & 82ND ST.
April 28- May 4	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st Street, LO. 5-2742.		
Monday April 29 10:00 A.M.- 2:00 P.M.	PREVIEW OF FALL SHOE FASHIONS For press and buyers, by invitation. <u>Trade showings beginning Friday, May 3</u> , daily thereafter. Contact: Lee Molnar, OR. 7-1200.	PALTER DE LISO, INC.	740 BROADWAY SHOWROOM - 5TH FLOOR
Monday April 29 12:00 Noon Luncheon	ANNIVERSARY LUNCHEON The 10th anniversary and "Trail Blazer Awards" luncheon by the National Home Fashions League. Speaker: Douglas Haskell, Architectural Forum. (Prices and more details later). Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL ROOSEVELT BALLROOM
Tuesday April 30 9:30 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Fall knitted dresses, coats and costumes, designed by Rita Jacobs. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday April 30 12:30 P.M. Luncheon	LACE FASHIONS AT LUNCHEON SHOW "Lace...Above All in Fashions"--showing of dresses, hats and accessories available at Gunther Jaeckel. (<u>Lace Festival, May 1-May 31</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ.: Gunther Jaeckel--Mrs. Pleasants Pennington. Publ.: Lace Inst.--Gladys Steiner, PL. 1-2820. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	THE LACE INSTITUTE & GUNTHER JAECKEL	HOTEL PLAZA TERRACE ROOM
Tuesday April 30 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks will present the Suzy Perette Summer collection. <u>Press invited Monday, April 29 at 11:00 A.M.</u> Publ.: Virginia Woodruff, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday April 30 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS For press and trade. By invitation. (Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox--showing from Monday, April 29 at their individual showrooms). Con: John Jerro, MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	ST. REGIS HOTEL ROOF
Wednesday May 1 4:00 P.M. Cocktails	INTRODUCTION OF NEW FABRICS Calypso party by creators of "Cloud No. 9." Showing of Junior and misses coats by various designers. By invitation. Contact: Henrietta Stewart, MU. 9-3900. Publicity: Beatrice Dudek, Kudner Agency, MU. 8-6700.	COLLINS & AIKMAN (210 MADISON AVENUE)	"21" CLUB 21 WEST 52ND STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 2 9:30 A.M. Breakfast	PRESS PREVIEW OF BEACH WEAR FASHIONS Peck and Peck will present "Carousel of Color," in a showing of beach wear. By invitation. Publicity:	PECK & PECK (260 FOURTH AVE.) Dorothy Jane Todd, OR. 3-4700.	EXECUTIVE OFFICES 6TH FLOOR
Thursday May 2 9:30 A.M.- 3:00 P.M.	FASHION & GROOMING FOR OLDER PEOPLE All-day program, with four fashion shows and demonstrations, with fashions created expressly for the purpose by Tom Brigance and Sally Victor. Open to trade. Press admitted between showings, and after 3:00 P.M. Publicity: Alfred Taylor at Federation, 207 Fourth Avenue, SP. 7-4800.	FEDERATION PROTESTANT WELFARE AGENCIES, INC.	CHRIST CHURCH AUD. PARK AVE. AT 60TH ST.
Thursday May 2 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Mr. Mort's Summer fashions will be presented at luncheon, available at Saks Fifth Avenue. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mr. Mort contact: Jean Ring, OX. 5-4760. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MR. MORT, INC. (498 SEVENTH AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday May 2 4:00 P.M. Cocktail	PRESS PREVIEW OF FALL SPORTSWEAR Mr. John will introduce "The Together Look for 1957-'58" in sportswear fashions for Suburbia, USA. (<u>Note Change of Date.</u>) By invitation only. <u>Trade opening Tuesday, May 7 at 10:30 A.M.</u> Continuous thereafter. Contact: Harriette Reines, LO. 3-7900; Publ: Toni Woodward, MU. 8-4905.	MR. JOHN-SUBURBIA USA	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 2 4:00 P.M. Cocktails	FALL AND WINTER FASHION SHOW Dresses, intimate apparel, children's and outerwear will be presented to specially written music. By invitation only. Contact: Press--Dorothy Gromann, LO. 3-6400, Ext. 404; Trade--Betty Jane Perrine, Ext. 370.	DUPONT COMPANY	HOTEL BILTMORE GRAND BALLROOM
Friday May 3 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 5-1000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI (498 SEVENTH AVENUE)	HOTEL AMBASSADOR GRAND BALLROOM
Friday May 3 3:30 P.M. Cocktails	PRESS PREVIEW OF AT HOME FASHIONS "Sheer Look--Frigidaire" will present at home fashions by leading designers. By invitation. Coordinated by Audrey Leeds--Muriel Francis Associates, LE. 5-3200. Publicity: John Nanovic, Kudner Agency, MU. 8-6700.	FRIGIDAIRE; GENERAL MOTORS	ESSEX HOUSE GARDEN ROOM
Friday May 3 6:30 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Price: \$25.00. (<u>Brand Names Week</u> , April 28 - May 4.) Contact: Tom Court or Albert Meser, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Sunday May 5 5:00 P.M. Tea Dance	BENEFIT FASHION TEA DANCE Vera Maxwell and other leading designers will present a pageant for benefit of Sheltering Arms Children's Service. Clothes available at Lord & Taylor. Reservations--\$10.00. Contact: Florence Riley, OR. 9-4242. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday May 5- May 9	FALL AND WINTER SHOE FASHIONS 18th Semi-annual showing of shoes for men, women and children, co-sponsored by Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
Tuesday May 7 9:30 A.M., Breakfast	PRESS PREVIEW OF SUMMER COTTONS Cottons from Macy's "By The Sea" Shops. By invitation only. Publicity: Barbara Moskowitz, OK. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
May 7	MR. JOHN-SUBURBIA USA FALL TRADE SHOWING AT 10:30 A.M. (See Page 5).		
Tuesday May 7 10:30 A.M.; 2:30 P.M.	OPENING OF FALL BRIDAL COLLECTION Fall bridal collection designed by Gaston Mallet. By invitation. Daily thereafter at 10:30 A.M. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 7 12:00 Noon	CHILDREN'S DIVISION LUNCHEON MEETING Chairman: Beryl Tucker. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Tuesday May 7 4:30 P.M. Cocktails	PREVIEW OF HOLIDAY AND RESORT FASHIONS For press and buyers. By invitation. Included, a Calypso show by the Iron Duke. <u>Showing at 5:15 P.M.</u> Contact: Wynne McGovern, OR. 7-1700.	BERNHARD ALTMAN (100 WEST 40TH ST.)	HOTEL ST. REGIS ROOF
Wednesday May 8 4:00 P.M. Cocktails	WOMEN'S & CHILDREN'S FALL FASHIONS Preview for press and buying offices. <u>Showing at 4:30 P.M.</u> By invitation. Publicity: Barbara McGinnis, BR. 9-1974.	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday May 9 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Richard Cole's Summer fashions, available at leading stores. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 9 2:00 P.M.	OPENING OF FALL COLLECTION By invitation. <u>Trade showings beginning Mon., May 13 at 2:00 P.M.</u> Publicity: Vera Bacal-Fredy Schey, 419 East 57th St., PL. 3-8421.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 9 4:00 P.M. Cocktails	RECEPTION FOR AUTHOR "Planning Your Baby's Home", a new book written by Mrs. Alexandra Potts, to be published early in June by Hawthorne Books. For press, store executives, and interested persons. Publicity: Maud G. Moody, LE. 2-5562.	ALEXANDRA PROMOTIONS (32 EAST 57TH STREET)	HOTEL PARK LANE PETITE SUITE
Friday May 10 12:00 Noon Luncheon	PREVIEW OF FALL DRESSES For press and buyers. By invitation. <u>Trade showing Monday, May 13, continuous thereafter.</u> Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday May 12	MOTHER'S DAY. Theme: "Everybody Remembers Mom." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Begin Tuesday June 3

Beginning Monday May 13	LARRY ALDRICH CO., INC. . . . 530 7th Ave. (12 Fl.) . . . CH. 4-1872
	✓ BEN BARRACK, INC. . . . 498 7th Ave. (7 Fl.) . . . LO. 4-3923
	✓ HARVEY BERIN LTD. . . . 530 7th Ave. (7 Fl.) . . . PE. 6-0206
	✓ BRANELL. . . . 530 7th Ave. (27 Fl.) . . . PE. 6-6983
	<i>see me</i> ✓ WILLIAM FOX, INC. <i>8/15/10 N1</i> . . . 530 7th Ave. (21 Fl.) . . . OX. 5-4070
	ED GERRICK, INC. . . . 550 7th Ave. (7 Fl.) . . . LO. 4-1820
	A. GOODMAN & CO., INC. . . . 530 7th Ave. (17 Fl.) . . . WI. 7-4076
	GRABOIS. . . . 498 7th Ave. (5 Fl.) . . . CH. 4-2767
	GROBE ORIGINALS, INC. . . . 498 7th Ave. (16 Fl.) . . . BR. 9-8394
	HARMAY 498 7th Ave. (22 Fl.) . . . PE. 6-5547
	JACK HORWITZ ASSOCIATES . . . 498 7th Ave. (9 Fl.) . . . LO. 4-1860
	JOBERE, INC. . . . 530 7th Ave. (20 Fl.) . . . PE. 6-1938
	JUNIOR SOPHISTICATES <i>CO.</i> . . . 498 7th Ave. (4 Fl.) . . . LO. 4-0462
	NAT KAPLAN, INC. . . . 498 7th Ave. (21 Fl.) . . . LO. 5-4115
	DAVID LEVINE CO. . . . 530 7th Ave. (21 Fl.) . . . LA. 4-0237
	ROSALIE MACRINI, INC. . . . 550 7th Ave. (11 Fl.) . . . CH. 4-2655
	PAUL PARNES CORP. . . . 498 7th Ave. (10 Fl.) . . . CH. 4-4600
	REICH-GOLDFARB CO., INC. . . . 498 7th Ave. (7 Fl.) . . . WI. 7-5374
	BEN REIG, INC. . . . 498 7th Ave. (23 Fl.) . . . CH. 4-1542
	RUDOLF GOWNS 530 7th Ave. (12 Fl.) . . . WI. 7-6865
	MARTIN SIMON, INC. . . . 498 7th Ave. (7 Fl.) . . . LA. 4-2877
	HERBERT SONDHEIM, INC. . . . 530 7th Ave. (20 Fl.) . . . LA. 4-7540
	SUZANNE-AUGUSTINE, INC. . . . 1 W. 47 St. (7 Fl.) . . . PL. 7-3465
	HANNAH TROY, INC. . . . 530 7th Ave. (2 Fl.) . . . LO. 3-0988
	SAMUEL WINSTON, INC. . . . 530 7th Ave. (11 Fl.) . . . CH. 4-2617
	Contact: Leonard W. Gendler, Exec. Secy, FOGA, 1440 B'way, CH. 4-6945.

Tuesday May 14 10:30 A.M.; 2:30 P.M.	OPENING OF "THE DATE LINE" Fall collection of cocktail dresses. By invitation. thereafter at 10:30 A.M. Contact: Lou Lesseck, BR. 9-2680.	MURRAY HAMBURGER & CO. 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR Continuous showings
Tuesday May 14 12:00 Noon Luncheon	PREVIEW OF KNITWEAR FASHIONS Showing of Fall collection of cashmere coordinates, knit suits and dresses. For press and trade, by invitation. Continuous showings thereafter. Contact: WI. 7-8130. Publicity: Margaret Hodge, PL. 5-7630.	NANETTE CASHMERES, INC. 1410 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday May 15 9:30 A.M. Breakfast	PRESS PREVIEW PARTY "Live Light...It's Summer"--Showing for fashion and homefurnishings press. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK 13TH FLOOR EXEC. DINING ROOM
Wednesday May 15 12:30 P.M. Luncheon	PREVIEW OF COLLEGE AND FALL COLLECTIONS Preview of sportswear collections designed by Pembroke Squires and Frank Smith. Also, a new line of knitwear including imported Shetlands, wools and cashmere dressmakers from their new division, Inverness Knitwear Corp. By invitation only. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS. 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 15 1:00 P.M.	OPENING OF CALIFORNIA COLLECTION For press and trade. By invitation. Publicity: Gloria Gelfand, PE.6-8624.	SIR JAMES	1407 BROADWAY SHOWROOM - 34TH FLOOR
Wednesday May 15 4:00 P.M.	PRESS PREVIEW OF FALL LINGERIE Showing of nylon tricot lingerie and warm sleepwear. Also highlights from children's collection, and hosiery. Publ.: Gertrude Gillespie, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM - MAIN FLOOR
Thursday May 16 9:30 A.M. Breakfast	LEATHER COSTUMES BY BONNIE CASHIN Preview of Fall collection of leather coats, suits and separates designed by Bonnie Cashin; including daytime, at home and evening skirts. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS (39 W. 37TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday May 16 12:00 Noon Luncheon	PREVIEW: COLLEGE AND EARLY FALL FASHIONS For press and buyers. By invitation. Continuous trade showings daily thereafter. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 4-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	PLAZA HOTEL TERRACE ROOM
Thursday May 16 3:30 P.M. Cocktails	FALL PRESS PREVIEW Late day, cocktail, dinner and evening fashions designed by Wilson Folmar. By invitation. <u>Trade showings beginning Monday, May 20 at 10:30 A.M.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 16 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION (<u>Note Change of Date</u>). By invitation. <u>Trade opening</u> May 14 at 1:00 o'clock. Publicity: Vera Bacal-Fredy Schey, 419 East 57th St., PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday May 17 12:00 Noon Luncheon	FALL PRESS PREVIEW Showing of cocktail, and evening fashions. By invitation. <u>Trade showings beginning Monday, May 20 at 12:00 noon.</u> Contact: Jack Sulzer, WI. 7-9472.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday May 17 2:30 P.M.	PREVIEW OF FALL COLLECTION Fall dresses, suits, and ensembles, for press and resident buyers. By invitation. <u>Trade showings beginning Tuesday, May 21 at 11:30 A.M.</u> By invitation. Publicity: Betty Yarmon, LO. 4-9194.	ARE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 20 8:00 A.M. Breakfast	PRESS PREVIEW OF WOOLEN FASHIONS Special press showing before the annual Milliken breakfast shows, presenting fabric information and fashions in Milliken fabrics for Fall, 1957. <u>Showing at 8:30 A.M.</u> Daily thereafter, except Mondays from May 21 - June 21. Admission by ticket only. Contact: Julie Buddy, LO. 3-5200.	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER CAFE ROUGE
Monday May 20 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION George Carmel's Fall coat and suit collection. By invitation only. <u>Trade showings thereafter at 10:30 A.M.</u> Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 20 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings beginning Tuesday, May 21 at 2:30 P.M.</u> Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday May 20 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 4-2155.	TOWNLEY FROCKS (CLAIRE McCARDELL)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday May 20 5:00 P.M. Cocktails	PREVIEW: FALL COUTURE COLLECTION Jane Derby's Fall couture collection. By invitation. <u>Trade at 10:30 A.M., May 21, 22, 23, 24.</u> Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 20- May 25	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--27th annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.			
Beginning	DAVIDOW.550 Seventh Avenue.	PE. 6-6909
Monday	DAVID M. GOODSTEIN, INC.498 Seventh Avenue.	LA. 4-2577
May 20	KANE-WEILL498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.550 Seventh Avenue.	LA. 4-9724
Tuesday May 21 9:00 A.M.; 4:00 P.M.	PREVIEWS OF FALL COLLECTIONS Four showings, Tuesday and Wednesday, of the collection designed by Roxane, and a group designed by Cecil Beaton. <u>Daily showings thereafter at 4:00 P.M.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 21 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS Samuel Robert will present the Fall collection of leather coats, dresses, jackets and ensembles. By invitation only. Continuous trade showings thereafter in showroom. Publicity: Joan Idestrom, at Alan W. Bell Co., Inc., 437 Fifth Ave., MU. 4-1594.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR BALLROOM
Tuesday May 21 9:00 A.M. Breakfast	BACK-TO-SCHOOL FASHION CLINIC "Subteen Fashion Rush"--panel of experts, market round-up, and fashion show to forecast trends of the new season. Admission by ticket only, for trade, press and merchandisers. Publicity: Pat de Sernia, MU. 2-2505.	THE AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER BALLROOM
Tuesday May 21 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Preview of Seymour Fox's Spring coats and suits. By invitation. <u>Trade showings at 10:00 A.M., May 22, 28, June 4, 5, 11.</u> By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 21 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Thereafter by appointment. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 21 12:00 Noon Luncheon	PREVIEW: FALL CORDUROY FASHIONS Showing of corduroy fashions for men, women and children. By invitation only. Publicity: Jane Wyatt at Cone Mills, LO. 5-4600.	CONE MILLS INC.	WAIDORF-ASTORIA EMPIRE ROOM
Tuesday May 21 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Thereafter by appointment. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 21 4:00 P.M.	25TH ANNIVERSARY COLLECTION Sylvan Rich's Silver Anniversary collection (Fall) for Martini Designed. By invitation. <u>Trade showings</u> thereafter daily at 10:30 A.M. Contact: Jerome Silverman, LO. 4-0616.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION The Ceil Chapman collection. By invitation only. <u>Trade showings beginning</u> Wednesday, May 22 at 2:30 P.M. Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 22 10:30 A.M.	FALL COAT AND SUIT OPENING By invitation. Daily showings thereafter at 10:30 A.M. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 22 12:00 Noon	HOME FURNISHINGS AND LINGERIE LUNCHEON (More details later). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR BALLROOM
Wednesday May 22 3:30 P.M. Cocktails	PREVIEW: FALL FASHIONS Preview of sportswear and dresses. For press and buyers, by invitation. <u>Thereafter in showroom, daily.</u> Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Thursday May 23 8:45 A.M. Breakfast	OUTERWEAR FASHIONS FOR CHILDREN AND TEENS Morton Karten will present his international outerwear designs for children and teens to press and trade. Staging: Steve Radow. By invitation only. Contact: Patricia Sullivan, LO. 5-1160. Publicity: Lee Ballard at Princeton Knitting Mills, 450 Seventh Ave., OX. 5-0730.	MORTON KARTEN, INC. (520 EIGHTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
Tuesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals--coats and suits for Fall. By invitation. <u>Trade showings from Tues., June 4 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 28 12:00 Noon Box Lunch	PREVIEW FOR PRESS AND BUYERS The Fall dress collection, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Thursday).		
June 16	FATHER'S DAY.		